



Administrative Report

N.2., File # 26-0115

Meeting Date: 2/10/2026

To: MAYOR AND CITY COUNCIL
From: JANE CHUNG, ASSISTANT TO THE CITY MANAGER

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING THE RESULTS OF THE PUBLIC OPINION SURVEY RELATED TO THE CITY'S COMMERCIAL RETAIL CANNABIS REGULATORY PROGRAM

EXECUTIVE SUMMARY

On December 2, 2025, the City Council authorized the release of the public opinion survey on the City's Commercial Retail Cannabis (CRC) Regulatory Program and the potential solicitation of Commercial Retail Cannabis Permit Applications. This report summarizes the results of that survey. A representative from FM3 (the firm hired to conduct the survey) is scheduled to attend the February 10, 2026 City Council meeting to present the results.

BACKGROUND

On August 12, 2025, the City Council reviewed survey options and directed staff to prepare an agreement with Fairbank, Maslin, Maullin, Metz & Associates, Inc. (FM3) to conduct a public opinion survey of 500 registered voters for a total cost of \$34,750, which was then approved on August 19, 2025. On December 2, 2025, the City Council authorized FM3, in collaboration with staff and incorporating Council direction and input, to release the survey to assess public interest in the potential solicitation of CRC Permit Applications in the City of Redondo Beach.

The survey was conducted over a two week period from December 6 to December 15, 2025. A total of 504 registered voters participated, with 49% completing the survey by phone and 51% online. Four percent of respondents chose to take the survey in Spanish. When initially asked whether the City of Redondo Beach should allow storefront retail cannabis stores, 52% of participants opposed, 36% supported, and 12% were unsure or declined to answer. Approximately 22% of respondents indicated they were aware that the sale of cannabis products is currently not legal in Redondo Beach, and relatively few believed that legally permitted cannabis stores are operating in the City.

After respondents were provided a description of the regulations that would apply if retail cannabis storefronts were allowed, a slim plurality continued to oppose allowing retail cannabis stores under the proposed framework. When results were reviewed by Council District and ZIP Code, a slim plurality of respondents in Districts 4 and 5 supported allowing regulated retail cannabis stores, while pluralities in Districts 1 and 3, as well as respondents in ZIP Code 90277, opposed. Respondents were also asked to consider several regulations included in the City's Commercial Retail Cannabis Regulatory Program. Requirements such as: maintaining a minimum distance from schools; limiting locations to commercial zones; ensuring independent product safety testing; and providing strong on

site security were among the most important to participants. After reviewing these regulations, respondents were again asked whether they supported allowing retail cannabis stores in the City, and overall opinions remained largely unchanged.

Respondents were then presented with one set of supporting statements and a separate set of opposing statements, with the order of the two sets randomized. Among the supportive statements, those supporting patients with serious illnesses, the role of independent product testing, and the fact that cannabis is already legal in the state resonated most with respondents. Among the opposing statements, those noting that neighboring cities have enacted bans, that voters previously rejected a related ballot measure, and that cannabis sales may not generate sufficient revenue had the greatest impact. Although these messages influenced some respondents, a majority continued to oppose allowing retail cannabis stores.

The survey results produced the following key findings:

- Most voters are unsure whether cannabis sales are currently legal in the City, and relatively few believe that legally permitted cannabis stores operate in Redondo Beach.
- Without additional information, a slim majority of respondents do not support allowing retail cannabis stores in the City, while slightly more than one third support doing so.
- A plurality opposes allowing retail cannabis stores under the City's existing regulatory framework, with little change in opinion after learning about the regulations.
- Among the regulations that would govern retail cannabis sales, the most important to voters are requirements related to store location, independent product safety testing, and on site security and safety standards.
- After hearing both supportive and opposing statements, 55% of respondents oppose allowing retail cannabis stores, 38% support allowing them, and 7% remain unsure. Opposition is also more strongly held, with 46% strongly opposing compared to 26% strongly supporting.
- Although messages from both supporters and opponents influenced some respondents, overall opinions remained consistent regardless of which set of statements was presented first.

Staff recommends the City Council receive and file the results of the public opinion survey conducted regarding the City's CRC Regulatory Program and provide direction to staff on next steps (if any) related to the potential solicitation of CRC Permit Applications in the City of Redondo Beach.

COORDINATION

The report was prepared by the City Manager's Office.

FISCAL IMPACT

Preparation of this report has no additional fiscal impact. The cost of the survey was \$34,750.

APPROVED BY:

Mike Witzansky, City Manager